

-----Original Message-----

From: ~~Levy, David [mailto:David.Levy@G6Online.com]~~

Sent: Saturday, March 22, 2003 3:59 PM

To: ~~David.Levy@G6Online.com~~

Subject: FW: Weight Loss Formula

I had been seeing Dr. Levine for a number of years and appreciated his caring, knowledgeable, aggressive approach to lipid control. I was especially concerned at improving my lipid profile, as my father, and his father passed away at an early age as a result of heart disease related to significant family history of elevated cholesterol/lipids. Dr Levine from the get go, attacked my lipids with anti-cholesterol medication. I did see some improvement, but was not perfect yet, despite medication. Subsequently, he began introducing the concept of his "new formula", which he said would lose weight for me and improve my lipids. Being an intensive care physician, I was willing to try anything to avoid the later years complications of elevated lipids. I, however, was very skeptical, and initially not excited about beginning this new, and to me, unproven formula. Well, I told Dr. Levine I would give it a month trial. Prior to beginning, I was on hefty maximum doses of two anti cholesterol medications. I felt my weight was OK, but realized I could lose a few pounds. I love to eat, good food. I began the " formula". Taste was not a problem, initially 3 flavors. Chocolate was my favorite. Returned after 1 month for my lipid profile and to my astonishment, my lipids were much improved! I was almost speechless. The thought of possibly having the opportunity to lower the medications that I was on for my cholesterol was motivation in and of itself, not to mention the weight I had lost on the formula. To make a long story short, on the formula I lost about 20 pounds and am at my ideal body weight. I get compliments at how well I look now. More important for me, my lipid profile is better than perfect, on 75% less medication. Oh, by the way, my hemorrhoids are no longer a problem. The "formula" I suspect has many other added benefits that I am sure I will appreciate in my later years. Even better, I suggested to Dr. Levine at the onset to develop a berry flavor. He did, it is incredible. I am hooked on it. My wife has been hooked as well on it, just to the new hazelnut flavor. Others in my family are now taking advantage of the simple way to improve your health. My wife and I joke about it's use, it is quite easy to take before dinner. We look at it as our "appetizer" to good health prior to each dinner. I even have it at my office for nights I don't make it home before dinner. Now also, my secretary is hooked on it.

In summary, whether it be partly psychological or not, we feel healthier on the product. I would not give it up ! Thanks Dr. Levine. The only regret I have, is that it was not available earlier for my dad to take advantage of.

Dr. ~~Levy~~

4/15/2003

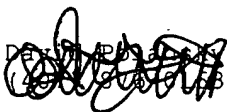
physiciansdirect

From: David Polansky [d.polansky@chiro.com]
Sent: Sunday, April 13, 2003 1:38 PM
To: 'physiciansdirect'
Subject: Testimonial - Polansky

Scott;

Per our conversation I have prepared the testimonial below to show my support of your wonderful product. Please let me know if you would like anything further as I really believe it works!

I have found Dr. Levine's Ultimate Antioxidant Formula to be very easy to take. It tastes great. When I drink it, I feel full and this has helped to curb my appetite. This product has helped me lose more than 40 pounds. My cholesterol numbers have improved and I have been able to cut down on cholesterol medications. I continue to recommend this product to my friends and coworkers.


David Polansky
440-233-1111

physiciansdirect

Sent: Sunday, March 16, 2003 8:50 AM
To: help@physiciansdirect.com
Subject: Fast Weight Loss Form Inquiry

Below is the result of your feedback form.
It was submitted by () on: Sunday, March, 16, 2003 at 08:50:05

name: ~~John S. [redacted]~~
email : ~~johns@na.xm.com~~
phone: ~~812.872.2222~~

comment: I first became aware of Dr. Levine's product last April, when my friend, who is his patient, started using it. I started using it then, and have lost 45 pounds. Even better than the weight loss has been the health benefits I have derived from the product. My cholesterol is now normal and I have been able to decrease oral medication by half. My LDL is low, my HDL has improved and my triglycerides are fine. I have diabetes, and my blood sugars are normal as long as I control my diet. My blood pressure is in the normal to slightly low range with medication. In January of this year my office in Orlando was closed and I made the decision to return to Indiana, which is my home. The last few months have been very stressful and I have not watched my diet the way I ordinarily do, but even so, I have not gained any weight and my blood work has stayed normal. When I moved I brought four new jars with me, including the new raspberry and hazelnut flavors, and I am anxious to try them. Drinking the fiber couldn't be much easier and the taste makes it easy to do. If I have any regrets at all, the main one would be that Dr. Levine didn't invent his product soon enough to keep me from developing some of the problems I have now. I will be an advocate for the rest of my life, and I would strongly recommend DLUWLF to anybody who is struggling with health problems. The benefit in how I feel is truly amazing. I had forgotten how it felt to have energy and a zest for life! [redacted]

physiciansdirect

Sent: Wednesday, April 09, 2003 2:31 PM
To: help@physiciansdirect.com
Subject: Fast Weight Loss Form Inquiry

Below is the result of your feedback form.

It was submitted by () on: Wednesday, April, 9, 2003 at 14:30:42

name: ~~XXXXXXXXXX~~

email : ~~XXXXXXXXXX@XXXXXX.COM~~

phone: ~~XXXXXXXXXX~~

comment: Dr. Levine, I have been taking the Ultimate Weight Loss Formula for approximately four months. My IBS- irritable bowel syndrome- has improved significantly. The drink is easy to take and taste quite good. Thanks for your research!
~~XXXXXXXXXX~~

Sincerely,

January 25, 2003

Dr. Levine,

I've been using your Ultimate Weight Loss Formula for about 8 months. I use it much less than the recommended amount. I have lost 40 pounds and would like to lose 5 more. My doctor is very pleased as I am.

Sincerely,

~~Elaine H. H. H.~~

3/17/03

Dear D. Levine,

I have lost 12 lbs in
7 weeks using DLWF. I

~~lost~~ lost 2 notches on

my BCIT & I feel Great.

I have had no problems
with the use of DLWF.

Thanks

~~David Levine~~

~~Shirley~~
~~for 300~~

12-31-02

CELEBREX
 (CELECOXIB CAPSULES)

As an avid runner
 & fitness instructor, I feel
 this ultimate weight loss
 formula is fabulous.

Students in my class have
 approached me, and have
 noticed the change in my
 body ... and the weight
 loss. I have been
 spreading the word, and
 everyone that has tried
 this ... loves it ... &
 feel the difference.

PHARMACIA **Pfizer**

physiciansdirect

From: ~~Dr. Levine~~ [mailto:~~le@physiciansdirect.com~~]

Sent: Sunday, April 13, 2003 3:07 PM

To: ~~Dr. Levine~~

Subject: DLUWLF Results

Dr. Levine,

Let this letter serve as a testament to the success I have had with your Weight Loss Formula.

Since January 2002, I have dropped from 225 lbs to 179 lbs.

I accomplished this by using only your product twice per day. Unfortunately I have been unable to exercise during this time frame, I suspect had I been able to do that these results would have been even better.

The product easily fit into my lifestyle, and I this is the only product that I have tried because I felt that it would fit in.

My cholesterol has dropped from XXX to around 150 total, and because of that I was able to stop taking Lipitor, and half my dosage of Nisapan from 4 tablets to 2 tables.

Also, my blood pressure dropped, so I was able to stop taking Mavik.

All and all I feel more healthy, and have more energy to enjoy my life. My confidence is way up, but I suspect that is just a side effect of the weight loss, and not specifically from the product.

Thank for you creating this formula - It has changed my life for the better.

If you need any other documentation please let me know.

~~Dr. Levine~~

physiciansdirect

From: ~~James H. Haskins, M.D.~~ ~~haskins@physiciansdirect.com~~

Sent: Wednesday, April 02, 2003 6:08 PM

To: ~~haskins@physiciansdirect.com~~

Hello,

This is my testimonial: Whether you're on the road traveling or at home it is never a problem mixing the fiber with water to insure consistency. With the measuring glass and scoop

it really is as easy as 1,2,3. During the years I have tried many different diets. None have worked on a consistent basis. I have always ended the night being very hungry and "blowing"

the diet eating junk food or anything I could get my hands on. With the fiber, "I use the raspberry", after dinner I no longer have hunger pains during the night. If I get the urge, which is

usually very seldom, I'll fix myself a glass of fiber with ice cold water. Not only does this do the trick but believe it or not it is very refreshing as well.

When I started on Dr. Levine's Formula I weighed 189 pounds. I am now down to 171 and counting. My target is 165 but if I feel this good losing 18 pounds I may want to rethink my

goal and target 160. Not only has this really helped me with my knee pain, (I have degenerative arthritis) in my right knee, but overall my energy level has exploded. This has really helped

me personally and professionally.

Before I started the fiber my cholesterol was controlled by medications. I was on two different kinds of cholesterol medications. Since I started taking the fiber, I have stopped all

medications to control my cholesterol and never has my blood work looked so good. My average is around 85-38. With not having to buy these medications, I am actually saving

money vs. the fiber.

Before the fiber, I was having trouble regulating my blood pressure. Since taking off the pounds, my blood pressure usually is around 110 over 75.

My quality of life has taken a dramatic turn for the good, personally and professionally. "This is the easiest I have ever lost weight!"

~~James H. Haskins, M.D.~~

physiciansdirect

Sent: Sunday, April 13, 2003 3:24 PM
To: help@physiciansdirect.com
Subject: Fast Weight Loss Form Inquiry

Below is the result of your feedback form.
It was submitted by () on: Sunday, April, 13, 2003 at 15:24:18

name: ~~XXXXXXXXXX~~

email : ~~XXXXXXXXXX@XXXXXX~~

phone: ~~XXXXXXXXXX~~

comment: My husband & I have been using DLUWLF for 10 months. Since that time my husband's cholestrol has been reduced from slightly elevated to within normal range. We find it easy to use & value its ability to add the necessary fiber to our diets.

611

The Accounting Office
of



1517 East Hillcrest Street
Orlando, Florida 32803
Phone: (407) 897-2277
Fax: (407) 897-6611
WEBSITE: www.smalleyco.com
E-MAIL: mail@smalleyco.com

April 1, 2003

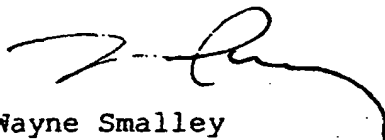
Re: Dr Levine's Ultimate
Weight Loss Formula

To Whom it May Concern:

We have examined the records of Hot Ice, LLC and can state the following: Sales of the above referenced product from the period of November 1, 2001 through November 30, 2002 totaled the sum of \$ 58,231.44.

Please contact this office for any additional information.

Sincerely,



Wayne Smalley

(407) 363-1515 • FAX (407) 363-9538

This is the only thing that has
worked to help me lose weight
and I feel great!

~~James K. Killeen~~
~~(not a physicist)~~

BEEN USING 1 month - I've Lost 6 1/2 pounds.
The main benefit is no CRAVING in between
meals plus I don't eat A much when I have
A meal. I have not changed the foods I eat
Just don't eat AS much.

I guess I've tried 100 diets but have not
been this successful in such a short period.

Ree J. L. L.

1/1/2003

Dr. Levine,

My name is E [REDACTED] and I can say I have been a successful result of the weight loss, product that you have produced.

On February 12, 2002, I was at your office, and met a woman that had come to your office to get a package of your product, and was expounding on how she had progressed with in it the last few months. At that time I weighed 229 pounds, and was under 5'10" tall. I had given up on dieting, because I just don't have the discipline that it takes to succeed with that kind of weight loss. I have did that in the past, but when I would drop 15 or 20 pounds I would go off the diet, and feel pretty good about myself, and then put in right back on again. I got the instructions for your fiber, and took it home and gave it a look. The thing that intrigued me the most was that it said I could eat anything that I wanted to eat, because I would not eat to much. That really set me up in a different mode. I bought a can of your fiber, and started using it the next day. In just about 3 week weeks I got on a scale, and had lost about 11 pounds. I was hooked. Then I thought if I can lose weight this easy, it will go quicker if I watch what I do eat a little closer. Almost from the start I was able to go without a noon meal, feeling very comfortable with that program. I was taking 1 scoop 1 hour before lunch, and another 1/2 hour before lunch, and then skipping lunch most of the time. I would do the same before supper, and when supper did come, I was surprised at how little food it took to satisfy me, and I think the most important benefit was that I was not hungry in between meals. I have not snacked since then. I came home from Florida, and in about 3 months time made an appointment to see my Dr., and have Blood work done. My cholesterol was 251 the last time it was taken, which was about 2 years earlier, at that time it was 169. My bad cholesterol was 145, and the last check, and now it was down to 90. My Dr. was very happy, and very, very surprised. I told him what I was doing, and he encouraged me to keep up with the program.

As I said before when I stated I was 229 pounds, then I set my goal at 180. About the start of Sept. 2002, I reached my goal weight, a very happy person., My pants went from a 44 waist to a 38, my shirt size from a 17 1/2 to a 16. I have continued on the program as a maintenance program, now I am down a few more pounds but settled in at about 178, pants size, 36, and a 15 1/2 shirt. I get on the scale every morning, just to make sure things are still where they are suppose to be. Since my weight loss, I have gone back to eating desserts again, something I have not done in years, but eating like I should be has allowed this, and I am still not eating in between meals, I think that was more habit than hunger.

Thank you for your efforts to help people help themselves.

Thank You again,
[REDACTED]

Dr. Levine's Ultimate Weight Loss Formula is very simple and easy to use. All you do is fill the container with water, milk or juice, add a scoop of the Ultimate Weight Loss Formula, shake the container and drink. Its all done in 3 easy steps.

I have tried numerous weight loss products, throughout the years and this is the only product that I feel has curbed my appetite and has given me a sensation of fullness. I started taking Dr. Levine's Ultimate Weight Loss Formula in September of 2002 and to this date, March 25, 2003 have lost a total of 40 pounds. I weighed 207 pounds, which is documented and as of this date my current weight is 167.

I feel that my weight loss has improved by well being and has given me a more positive attitude. I have received many positive comments regarding my weight loss and I tell everyone about this amazing product.

I feel more energetic and seem to have more stamina. Not one time, while taking this product have I felt shakey, weak, or fatigued from having a low blood sugar as other products have done. I stand firm, that this product has been very effective for me and is a good weight loss product, with no side effects. This product gives you a feeling of fullness without eating all those calories.

Sincerely,

Robert J. [REDACTED]